207 The China Broadcasting Company, which manufactures inexpensive radio receivers from parts imported from Japan, estimates that the number of radios in Formosa is under 300,000. The reason for the small number of radios is twofold: the poverty of the people and the uneven distribution of electric power in rural areas. In a survey made in 1952 by the Joint Commission on Rural Reconstruction, it was found that the farmers could not afford to purchase radios costing over NT$150 (US$10), while only 25 per cent of the 800,000 farm families have electricity in their homes.[8] However, the value of radio as an educational medium is fully recognized. There have been various proposals to encourage the farm families and the people of moderate means to own radios. In 1954, the Joint Commission on Rural Reconstruction distributed 5,000 receiving sets to farmers.

MOTION PICTURES

• 546 Motion pictures constitute the greatest diversion for the populace on Formosa. On

8. Chinese-American Economic Co-operation, Taipei, U. S. Mutual Security Agency Mission to China, Vol. 1, No. 7, July 1952, pp. 46-51.

546 a day selected at random, fifty theaters were advertised in the Taipei Central Daily News.[9] There were twelve theaters in Taipei alone, of which one was showing a Chinese motion picture produced in Hong Kong, two were showing Japanese pictures, and the rest were showing American films. Among the educated class, American pictures are popular, but with the masses, as a result of the language difficulty, Japanese pictures are preferred. In 1954 motion pictures accounted for a remittance total from abroad amounting to $1,500,000 in American currency.[10]

There are three local motion picture studios. The China Motion Picture Company produces pictures for the armed forces, and the Taiwan Motion Picture Company is operated by the Information Department of the Provincial Government. Both of these studios are devoted to the making of newsreels and documentary films. The third company, The Central Motion Picture Company, produces a few features for local consumption as well as for showing in places where there is a

---

9. The Central Daily News, Taipei, August 27, 1955.

10. China Annual , 1954, p. 93.

546 large Chinese colony. The information office of the Mutual Security Mission to China surveyed in 1952 the number of movie projectors in rural areas.[11] It was found that 212 primary schools, 23 middle (or secondary) schools, and 64 Farmers' Associations owned movie projectors. Most of these are designed to project 16 mm. silent films. It should be noted that, of those reported, 121 projectors are but rarely or never used.

208 546 A majority of the people on Formosa live in rural areas where transportation facilities are poor and accessibility to public information is difficult. In view of the limited circulation of the newspapers and the small number of radio receivers owned by the villagers, greater use could be made of lantern slides and short films as media of public information. The Joint Commission on Rural Reconstruction made a few documentary and educational films in 1953 and 1954. It reports: "These films, which are shown free to the farmers throughout the island, constitute one of the most effective means of rural publicity and one of the most popular information services of the JCRR."[12]

---

11. Chinese American Economic Co-operation, Vol. I, No. 7, Taipei, July 1952, pp. 51-52.

12. JCRR General Report IV, Taipei, 1954, p. 196.

208
546 Another useful medium of publicity is the pictorial poster, which may be distributed by mail or by carriers. It is found that the rural people welcome these posters and use them to decorate the interior of their homes. Hence the posters possess more permanent propaganda value than either the newspapers or radio broadcasts.